

To: Mr. J. L. ...
Date: 6/3/68 Time: 2:05 ☐ AM ☒ PM

WHILE YOU WERE OUT

M: Vicki
of ...
Phone: () 7603
Area Code: ... Number: ... Extension: ...

TELEPHONED	<input type="checkbox"/>	PLEASE CALL	<input checked="" type="checkbox"/>
CALLED TO SEE YOU	<input type="checkbox"/>	WILL CALL AGAIN	<input type="checkbox"/>
WANTS TO SEE YOU	<input type="checkbox"/>	URGENT	<input type="checkbox"/>

RETURNED YOUR CALL ☐

Message: RE. 71540572 (ORDER)

Attempted to deliver - no one
won't accept - wrong PO
Don't know when it will
be delivered - NOT VALID PO

Operator



AMPA
EFFICIENCY

73348

135 000

51861 7831

Need
better Store
List!

MM sent to
MM on 6/6/97

51861 7832

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 3, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

COUNTRY FAIR: SALEM .30¢ TRADE SHOW PROMOTION

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to participating **Country Fair** retail accounts as well as 150 SKUs of 30-Carton Floor Displays (item #465050) and 91 SKUs of .30 VPRs (item #521231). Product and VPRs will be delivered on June 4th; Displays will arrive on June 5th (VPRs are being shipped overnight air). *RJR Manager, Sharon Schwalm*, will provide a Monarch Gun to be utilized for application of \$3.00/ Carton stickers.

Product PO # ER1654-01

Product \$ Amount \$54,388.89

<u>UPC Code</u>	<u>SALEM Brand Styles</u>	<u>#/ (12M) Cases</u>
12300-12012	KING	<u>13</u>
12300-12212	100	<u>10</u>
12300-12412	LIGHT	<u>25</u>
12300-12512	LIGHT 100	<u>13</u>
12300-12612	SLIM LT 100	<u>15</u>

All additional pertinent promotional information is listed below:

Product / VPRs / Arrival (@ McLane): June 4, 1997

Displays Arrival @ McLane: June 5, 1997

Ship Date to Retail: June 23, 1997

Displays PO # ER-1636-01

Displays (Item #465050)

SKU CUBE: 2.2500
SKU WT (w/o Product): 4.0650 lbs
Packing Per SKU 1 Unit

VPRs PO # ER-1637-01

Full Price .30¢ VPRs (Item #521231)

SKU CUBE: 0.0240
SKU WT (w/o Product): 0.6650 lbs
Packing Per SKU 500/ Roll

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Promotion Description:

All Salem Product to be marked \$3.00 off/ Carton and .30¢ off/ Pack

Floor Display Load Per Brand Style: Total 30 Cartons Per Display:

5 Cartons Salem King
4 Cartons Salem 100
10 Cartons Salem Light
5 Cartons Salem Lt 100
6 Cartons Salem Slim Lt 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,100.00 (75 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: R. Moore / McLane
1610: S. MacLeod / S. Schwalm
1740: M. McGovern

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Country Fair

Salem Trade Show Promotion

- All product to be marked \$3.00 off cartons and \$.30 off packs.
- Price to be reduced off-invoice from McLane to Country Fair stores with RJR reimbursing McLane \$13,500 for the price reduction.
- Each store to receive product packed in 30 carton shipper displays in the following configurations, with 1 advertising piece:

Shipper Display: PO #ER 1636-01

<u>Quantity:</u>	<u>Brand Style:</u>
5	Salem King
4	Salem 100
10	Salem Light
5	Salem Lt. 100
<u>6</u>	Salem Slim Lt. 100
30	Total Cartons

⇒ Break out by store is attached for # of shipper displays per location. (150 displays total)

⇒ Product to be shipped to stores the week of 06/23/97.

- Total cartons needed for program:

<u>Quantity:</u>	<u>Brand Style:</u>
750	Salem King
600	Salem 100
1500	Salem Light
750	Salem Lt. 100
<u>900</u>	Salem Slim Lt. 100
4500	Total Cartons

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STORE #	#/Displays		
088013--#1	3		
088021--#2	3		
088054--#5	3		
088070--#7	1		
088096--#9	1		
088104--#10	2		
088112--#11	1		
088120--#12	1		
088138--#13	1		
088146--#14	3		
088153--#15	3		
088187--#18	3		
088203--#20	2		
088211--#21	3		
088229--#22	2		
088237--#23	2		
088245--#24	3		
088252--#25	3		
088260--#26	3		
088278--#27	1		
088286--#28	1		
088302--#30	2		
088310--#31	3		
088328--#32	2		
088336--#33	1		
088344--#34	1		
088351--#35	3		
088369--#36	3		
088377--#37	2		
088393--#39	1		
088401--#40	2		
088427--#42	1		
088435--#43	3		
088443--#44	3		
088450--#45	2		
088468--#46	2		
088476--#47	3		
088484--#48	3		
088492--#49	3		
088500--#50	2		
088526--#52	3		
088542--#54	3		
088559--#55	3		
088567--#56	3		
088583--#58	3		
088591--#59	3		
088609--#60	1		
088625--#62	3		
088674--#67	1		
088682--#68	2		
088716--#71	1		
088740--#74	3		
088765--#76	1		
088807--#80	2		
088815--#81	1		
088823--#82	1		
088831--#83	3		
088849--#84	3		

Country
Fair
Salem
30¢
Promotion

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Displays

088856--#85	28
088864--#86	3
088914--#91	2
088922--#92	1
088930--#93	3
088948--#94	1
088955--#95	3
088963--#96	2
088971--#97	1
088989--#98	1
088997--#99	3
#980	1
TOTAL	150

Courtney Solomon
fair person
30¢ P per hour

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